
RODRIGO DE LA PARRA: We are still waiting. Participants are still gathering. But I would like to get this webinar started.

Hello, everyone. Thank you for joining us on this webinar today. For those of you that are new to the webinar program, this is a webinar that is part of our 2015 Capacity Building Program for the LACRALO community. This webinar program resulted from one of the projects in our regional strategic plan, and we focused on the capacity building aspect in the LACRALO community as part of that project.

First of all, I would like to thank Krista Papac for joining us today. Krista is the Director for Registry Services and Engagement at ICANN. So Krista, thank you so much for joining us on this webinar call. We know that your department is pretty busy, so we really appreciate having you here.

I would also like to thank Alberto Soto and Humberto Carrasco in their capacity as LACRALO leaders for making this webinar program come true, for making it a reality this year.

I also want to thank the ICANN At-Large team – Silvia, Terri, all the At-Large support staff – for their support every time we want to hold one of these webinars. And of course we have a great team of interpreters that is always supporting our calls.

Before we start the webinar, let me tell you about some behavior standards for the webinar. Please mute your lines speakers, microphones, phones while the presentation is going on. Once Krista

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has finished her presentation, if you want to participate in the Q&A, please raise your hand in the Adobe Connect room. When we reach the Q&A part of this webinar call, you can type your question there as well, apart from raising your hand in the Adobe Connect room.

With that, let me hand it over to Krista. Krista, the floor is yours. Go ahead, please.

KRISTA PAPAC:

Thank you so much. Thank you for having me. I really appreciate the opportunity to come speak to all of you and be part of this presentation, as well as I would like to thank the staff and the interpreters also, as well as the LACRALO folks. Again, thank you for having me here.

As you all know, I'm Krista Papac, the Director of Registry Services and Engagement for ICANN. What that means is the team that I work with is basically responsible for all of the contracts and relationships between ICANN and the gTLD registry operators.

And just as a point of reference, gTLD stands for Generic Top Level Domain. I'm sure all of you are aware we're acronym happy here at ICANN. With that, I'm going to go ahead and get started.

The agenda for today's meeting, the first thing I'm going to discuss with you is just an explanation of what the new gTLD program is. I then intend to explain why the program was developed and how it fits into ICANN's remit. I thought I'd then share with you some of the new gTLD program updates and statistics, what some of the latest numbers are and how applications are progressing through the program.

Then, finally, towards the end of this presentation, I have a few examples of actual new gTLDs that I was going to share with you.

Before we get started, we have a little video here that ICANN has put together that shows how new gTLDs are expanding the domain name space. So we're going to play this first and then we'll go into the presentation.

We are watching a video about the domain name expansion. It is the Spanish version of the English video prepared by ICANN called "The Dot Has New Friends." Right now the Spanish version of that video is displaying on the Adobe Connect screen.

INTERPRETER:

The interpreter apologizes, but the audio quality of the video is not good enough to allow for accurate interpretation.

KRISTA PAPAC:

Thank you for that, Rodrigo. So with that, the first slide we have here talks about what is the new gTLD program? The new gTLD program is an initiative that enables the introduction of additional generic top-level domains both in the ASCII and the internationalized domain name space.

This is basically... What the program has done is it's expanding the gTLD name space from what was 22 gTLDs to now we're guesstimating about 1,200 gTLDs.

I just mentioned international domain name. internationalized domain names (or IDNs) are names that include non-ASCII characters. So, non-Latin alphabet characters. Those are also part of the new gTLD program and they're being added to the Internet's infrastructure for the first time ever at the gTLD level, thus laying the groundwork for a truly global Internet.

The new gTLD program has been managed by ICANN. ICANN is essentially the overseer of the program. This means that the program has taken shape through the multi-stakeholder model, and part of the eight years that were required to bring this program to fruition were spent building consensus among the different parties in the Internet ecosystem with varying interests.

The multi-stakeholderism provides a series of checks and balances because we have these various interests that are participating in the process, and those check and balances have resulted in the inclusion of many new elements into the new gTLD program that are there to support the security, stability, and interoperability of the domain name space.

So why was the new gTLD program created? As you probably know, ICANN is tasked with overseeing a secure and stable and interoperable domain name system. As part of the ICANN bylaws and our core values, ICANN is also tasked with creating competition and respecting creativity, innovation, and the flow of information.

So as the domain name system and the industry itself has matured, the multi-stakeholder community agreed over this eight-year process that

the namespace should be expanded. So that expansion itself is creating competition, innovation and choice, while still ensuring security, stability, and interoperability.

With respect to competition, with the advent of the new gTLD program, new businesses have been created. As I just mentioned, there's going to be around 1,200 gTLDs. So those are all new registries that are being created, new businesses. There are also new registrars and registrar business models. There are consultants that that have... Those businesses have been created. And there's new departments being created inside of existing companies to support the new gTLD program.

On the innovation side of things, I already mentioned internationalized domain names (or IDNs) in the gTLD space. This is an incredible innovation that has come about and is really enabling users around the world to navigate the gTLD space completely in their own language using their own characters.

Then, of course, choice. Domain name registrants – people purchasing domain names – now have a wider selection of gTLDs to select from. They can pick something that's more aligned with their industry, for example, like a .bank or a .attorney. They can pick a domain name that's more aligned with their location, like a .rio or a .paris. Or if they're a brand, they can have a gTLD that represents their brand like a [.avianca] or a .samsung.

I thought it would be interesting to share some updates on where the new gTLD program is at with respect to implementation. So the new gTLD program launched in January of 2012. That's when ICANN began

accepting applications. At that time, ICANN received 1,930 applications for new gTLDs.

A little over a year later, in March of 2013, ICANN started releasing the results of its evaluations of the 1,930 applications and continue to release those results for the next 12-14 months.

As of October of this year – so just a couple of weeks ago – there were 780 gTLDs that had been delegated into the root zone system. Basically, that means there are 780 new gTLDs that are visible on the Internet. With that, there are approximately 9.5 million newly registered domain names as part of the new gTLD program.

So as we're coming up on the four-year anniversary of the program, we're also coming up on reaching 10 million domain name registrations.

So I mentioned earlier that we would share a few stories or examples of new gTLDs that are out there and being used. While we at ICANN don't have a formal way of categorizing gTLDs, we have seen that the gTLDs that have come up and have launched do sort of fall into four different categories that we've noticed. So they're not formal categories, but they're trends, if you will.

Before I get into the examples, I wanted to let you know that the examples I'm presenting are based on information pulled from new gTLD applications from applicant and/or registry websites and from applicant videos and other sources.

So the four categories that we've seen trending with new gTLDs are business, groups or communities, regions, and then internationalized

domain names. From a business perspective, businesses are using new gTLDs to increase visibility or brand recognition. Groups and communities are using new gTLDs to mobilize around common interests, causes, or hobbies. Regions are using these gTLDs so citizens and businesses can connect based on their geographic location. And then of course internationalized domain name, that category is being used for non-Latin character, non-English speakers to navigate in their own language in the gTLD space.

Before I get into the examples, I just wanted to share with this group in particular the new gTLD applications that have come from Latin America and Caribbean region.

There's been a total of 24 applications that ICANN received. Of those 24, 11 of them have been added into the root zone so far. Seven of those have come from Brazil and you'll see them in the far left column of the screen. Two from Mexico and two from Uruguay.

The first category, business, again is creating an opportunity for brands to increase visibility and brand recognition. We did have a strong response from brands. ICANN received hundreds of applications for brands who wanted to have their own gTLD. Some examples of brands you might recognize are [Avianca] Microsoft, Wal-Mart, Google, Sky and Fox, the media companies, as well as Apple and Toyota.

The business example that I have for you today is .rest, a Mexico-based gTLD registry – Mexico City, in fact. And the name of the company is Punto 2012. They have both the .rest gTLD and the .bar gTLD. These gTLDs are geared for the restaurant, bar, and café industry.

The folks that are responsible for running the rest and bar gTLDs consist of experts that have both domain name industry expertise as well as food and beverage industry expertise.

With respect to .rest itself, .rest is a domain name that is an abbreviation for the word restaurant. It's basically been created to allow restaurant domain names to become shorter and easier to remember and identify with.

One of the goals of the rest TLD is to be more accessible to restaurants offering things like online ordering, reservation systems, and promotions.

In the group category, the example I have for you today is .wiki. The .wiki gTLD was created to allow anyone including individuals, fan clubs, corporations, anyone who's interested to host their content on a naturally convenient extension that people are familiar with, such as wiki.

Internal wikis that companies use today would no longer have to be hidden if they didn't want to be, and they could instead have an external wiki where hobbyists and fans could learn more about the company.

.wiki also enables hobbyists and fans to build stronger community projects by starting with a memorable name. And .wiki has an innovative open source initiative that can get greater public attention by using this domain name and increasing participation.

So in the region category, geographical regions – in particular, cities – have gotten their new gTLDs. Some examples of the first regional TLDs to be delegated into the Internet are .berlin, .nyc, .tokyo, and .london. The example I have for you today of a regional TLD is one I'm sure you'll recognize, which is .rio. I know I don't have to tell the people on this call is that Rio is of course the nickname given to the Brazilian city Rio de Janeiro.

.rio is a geographic name that is under the city government management of the city of Rio de Janeiro and is used as its digital identity.

In the internationalized domain space category, I just want to mention that until a few years ago, non-Latin characters were not permitted in the root zone. Part of what makes the new gTLD program so important to the evolution of the domain name system is that it's facilitating for the first time the introduction of gTLDs in non-Latin scripts, such as Chinese, Arabic, or Russian.

The example we have for you today is [.shabaka], which is recognized by Arabic speakers as the generic term for the word Internet. [.shabaka] was not only the first Arabic gTLD to be available, it was also one of the first new gTLDs to be delegated. And it was the first new gTLD to have [inaudible] resolving domain name.

So [.shabaka] facilitates end-to-end communication in Arabic and gives an online home to this important language. Before there was a [.shabaka] or other gTLDs like it, Arabic speakers would have to navigate the Internet using ASCII characters in order to get to Arabic content.

Said differently, the Arabic content has been available on the Internet for a long time. However, Arabic speakers, in this example, would have to use – couldn't actually get to the content without having to understand English or have some other system like a favorite or a saved link to get them to that Arabic content. But with new gTLDs, they can now type in the web address completely in Arabic.

And with that, concludes our presentation of the new gTLD program. I think I heard Rodrigo say earlier that we would next open it up for any questions that people might have.

RODRIGO DE LA PARRA:

Thank you, Krista. Thank you so much. Before we turn to the Q&A, I have two comments. First, I apologize, Krista. We were hoping for a higher turnout on this webinar call. Krista, please do not think that people were not interested in your presentation. On the contrary. The thing is that, unfortunately, there are some soccer matches in Latin America. This is one of the reasons why we have a lower turnout. Also, many community members are attending the IGF in Brazil. That's why we do not have a higher turnout on the webinar.

Certainly, I see that we watched a video about "The Dot Has New Friends." We watched the Spanish version of the video. Unfortunately, we had some audio issues. But for participants on the English channel, let me tell you that the presentation has been embedded video and it's available on our wiki space.

Okay, those were my two comments. With that, let us start the Q&A. Thank you.

KRISTA PAPAC: Should I just take the questions in order? I'm not sure how you guys like to handle your Q&A.

RODRIGO DE LA PARRA: Harold, you have the floor. Go ahead, Harold, please. Can you hear me? Harold, you have the floor. Go ahead, please. Well, it seems Harold has some audio issues. Humberto was also asking for the floor. Go ahead, Humberto, please.

HUMBERTO CARRASCO: I have two questions. Can you update us on Chile's situation within the program? And also, where can we find deeper information on all the new Latin American new gTLD applications? Thank you.

KRISTA PAPAC: Thank you for the questions, Humberto. So I don't have the exact information on Chile's applications with me today, but I could certainly look into that and provide the information back to Rodrigo who can provide it to the LACRALO folks if that is acceptable to you, Rodrigo, or if you maybe have a suggestion to better provide that information.

The second question was about detailed information on all of the 24 Latin American applications. ICANN does post all of the gTLD applications, the public information that's contained in them as well as the current status of them on its website. That is a link I can provide in the chat here in just a moment.

But with respect to the specific Chilean applications, I don't know how many there were or even if there were some. But I can certainly get that information back to Rodrigo if that's the best way to get the information back to Humerto. Please let me know.

RODRIGO DE LA PARRA: Thank you, Krista. Indeed, yes, you can share that information with me and with Silvia Vivanco and we will share it with our community. I think that now Harold has worked out his audio issues, so Harold, you have the floor. Go ahead, please.

HAROLD ARCOS: Hello, can you hear me?

RODRIGO DE LA PARRA: Yes, go ahead, please.

HAROLD ARCOS Okay, thank you. First of all, Krista, thank you so much for these valuable presentations. I have some questions and a comment. I would like to ask you about these TLDs. For example, .rio. This is one of the examples in your presentation. Is there any case in which – for example in the case of a conflict arising out of these TLDs. For example, .rio could be used by the academia for names of rivers in our regions, especially in Latin America and the Caribbean because the word “rio” in Spanish means river. So in the case of rio then, has there been any dispute or is there any way to engage the academic community apply for that name,

to apply it for regional rivers or can you think of a similar case of a domain name having a secondary use and that leading to a dispute? Thank you.

KRISTA PAPAC:

Thank you for the question, Harold. Yes. There could be disputes over – and have been disputes over gTLDs that were applied for and who should sort of have the right to use them. As part of the development process of the new gTLD program, the community process that was a consensus-based process, there were a number of rules and policies – not policies, but rules that were established to handle various types of disputes. Examples are disputes about intellectual property rights. There were some rules developed around protection of certain names that are included in the implementation of the program.

Depending on the type of disagreement, whether it's related to a trademark or a brand, or whether it's related to something else, depending on the type of dispute would depend on how those were handled.

In the case of – I'm not familiar with any disputes specific to rio, but I don't remember every single thing that's happened with every application. But I'm not familiar with any specific disputes that were related to .rio itself.

RODRIGO DE LA PARRA: Thank you, Harold, for the question. And thank you, Krista, for your very comprehensive answer. I think Harold is asking for the floor again. Go ahead, Harold.

HAROLD ARCOS: Can you hear me?

RODRIGO DE LA PARRA: Yes, of course. Go ahead.

HAROLD ARCOS Krista, you mentioned some tools that are used or applied in order to handle a dispute regarding the use of a domain name. So what would be those tools and what would be the appropriate step to follow in case of a dispute? Where can we resort? What are our resources in the event of a dispute? Thank you.

KRISTA PAPAC: Thanks, Harold, for the follow-up question. So we have some rules and we have some tools. The rules around disputes and how they're managed or handled and who handles them, those rules as they relate to applications for new gTLDs were contained in the Applicant Guidebook. I'm not sure how familiar everyone on this call is with the Applicant Guidebook, but it's basically the implementation plan that was developed by the ICANN community and included rules for dealing with disputes, among many other things. It also includes the rules for

what type of information the applications needed to contain and many other things.

The Applicant Guidebook is a good source of information to see rules related to disputes for applications. Once an application went through ICANN's evaluation and all of the steps that are part of the Applicant Guidebook, it eventually ends up getting – if it makes it through all those parts, it gets delegated into the root zone and is introduced into the Internet ecosystem, the domain name system.

Once there's a contract that gets signed with ICANN, which .rio is definitely there, it's really the registry agreement contract that establishes rules for disputes related to domain name registrations. There's a whole bunch of things in there if there are disputes about domain name registrations.

The other thing that – and I'm sorry, the registry agreements, the contracts, are also posted on the ICANN website. I can provide a link here for you where you can go look at that.

The other piece of information I would encourage people to look at is the registry's website itself. The registries are required to post – their contract says that they must post their registration restrictions or rules, registration policies.

So for .rio, if you wanted to know what their requirements are for registering in their top-level domain, you could go to their website and look at the registration policies and that would explain to you what their rules are for purchasing a domain name. I hope that helps answer your question.

RODRIGO DE LA PARRA: Thank you very much, Krista. We have a question in the chatroom posted by Antonio Medina Gomez. He wants to know if disputes are resolved by ICANN or if they are resolved in a court instance or judiciary instance.

KRISTA PAPAC: Thank you for the question, Antonio Medina. Disputes are not typically handled by ICANN. Most disputes are handled by some sort of dispute resolution provider. Again, depending on the dispute. For example, there's something called the Uniform Dispute Resolution Procedure. It's been around for a very long time. It's used when there's a dispute between a trademark owner and the owner of a domain name. If anyone wants to file a dispute under that, they file it with one of several names providers. One example is WIPO, which is the World Intellectual Property Organization. There are many others.

So depending on the dispute, if it's something that gets – according to the contract, it gets handled by a dispute resolution provider, those are not handled by ICANN.

However, just to be clear, ICANN gets lots of complaints about registries or registrars – but we're talking about registries right now – who people, complainants, might feel that the registry is not following its contract.

For example, if someone were to feel that a registry wasn't doing what its contract says it's supposed to be doing, they file a complaint with

ICANN and then ICANN's Contractual Compliance department would handle that complaint.

If it's a complaint that the contract says goes to a specific dispute resolution provider or process, they would get referred to that. And the dispute resolution provider would go through its process and make its determination. Then if the registry didn't follow the determination, the complainant could come back to ICANN and say that they're not following the determination by the provider.

RODRIGO DE LA PARRA: Thank you very much, Krista, for that answer. I don't know if there are any further comments or questions. I think we have someone on the English channel.

ALBERTO SOTO: I'm only on my cell phone and I would like to ask for the floor.

RODRIGO DE LA PARRA: Yes, go ahead, Alberto. You have the floor.

ALBERTO SOTO: Thank you. Evidently, when we speak about the different requirements in order to avoid a dispute, we need to take into account certain things. For instance, at one point we have [.tour], but in Argentina, [.tour] can be used only by a tour agency or a travel agent that is duly registered with a government authority.

So I don't know if that requirement is something that pertains only to national or local legislation or not.

Then there has been plenty of debate around .doc. Again, somebody that wants to register .doc should be a renowned professional. That is the requirement.

I don't know where those requirements come from. I don't know if they are set by ICANN or if they are local requirements. Thank you.

KRISTA PAPAC:

Thank you, Alberto. I'm trying to think of the best way. The answer is it depends. I'm trying to think of the best way to explain it. So there are ICANN requirements and depending on the gTLD itself, some gTLDs have more requirements than others. And that's largely a result of – well, that can occur for a number of reasons.

One reason is ICANN received advice from our Governmental Advisory Committee after the program launched. The advice that we got from governments was specific to certain TLDs where they had concerns. Some of the examples are .bank, for instance. Governments wanted to make sure that there were some extra rules around a TLD like .bank to make sure there wasn't problems with that.

The .bank registry agreement would have additional rules in it – provisions – that might not be contained in a .shopping TLD. So that's one thing that could be there, and it's why it's very important when you're trying to understand rules about a specific TLD. It's important that you look at the registry agreement because that's where the

contract, that's where the rules, the provisions are. And I did post a link to those in the chat for everyone, although I know, Alberto, you're only on the phone. Hopefully you can go back and look at the chat transcript and pick up that link.

The other thing that can also happen – and I think it's probably the case with your .tour example – is the registry can set its own registration restrictions based on how it wants to run its TLD. Those restrictions can't violate anything that's in their contract, but they could have their own registration policies.

One example where we've seen this quite a bit is with the regional gTLDs. Many of them will have a registration policy, so it's not a contract requirement with ICANN but something that's required by the TLD itself that says that you must have a nexus to the region.

One example, there's a [.vien] which is for Vienna, the city in Austria. I believe – I haven't looked at it in a long time, but at one point at least they had a registration policy that said you must have a nexus to the city of Vienna or to the country of Austria in order to buy a domain name.

So some of the requirements you might come across could be mandated by the contract and some of them could be a result of the registry itself having a registration policy. I hope that was clear.

RODRIGO DE LA PARRA:

Yes, very clear, indeed, Krista. Thank you very much for your reply. I don't know if there are any further questions or comments at this point.

Okay. If there are no further questions or comments, we are going to start bringing this webinar call to a close.

Thank you so much, Krista, for joining us on this webinar. Thank you very much, indeed. Thank you, everyone, for joining us on this webinar call. Krista's presentation is posted on our wiki space. I think Silvia had shared the link. With that, I would like to thank you all and see you all soon. Thank you.

KRISTA PAPAC:

Thank you.

TERRI AGNEW:

Once again, the meeting has been adjourned. Thank you very much for joining. Please remember to disconnect all remaining lines and have a wonderful rest of your day.

[END OF TRANSCRIPT]